



Content Strategy

Philanthropy Northwest and The Giving Practice
Last Updated: 03.2024



VISION

Equity and racial justice for all communities.

MISSION

We grow philanthropy's capacity to do transformative work toward redistributing resources and power to underinvested communities in the Northwest and beyond.

Audiences



Audience: Equity-committed staff and board across all positions, levels and any kind of grantmaking institution in our six-state region and beyond.

Ex: Program Officer, Comms Manager, CEO, Director of Community Impact, VP, etc.

- They're looking for...
 - opportunities to learn, connect and lean into the power of the collective to advance change
 - role-based resources and learning
 - stories and case studies of what their peers are doing (for inspiration and benchmarking)
 - best practices and tips
 - information on how Philanthropy Northwest can augment their work and capacity

...toward equity-centered, community-centered transformation.



Audience: Equity-committed leaders across grantmaking institutions, philanthropy-serving organizations and collaboratives in our six-state region and beyond.

Ex: CEO, ED, President, Board Chair, Executive Team, Funder Collaborative Point Person, etc.

- They're looking for...
 - one-on-one guidance and tailored support
 - stories and case studies of what their peers are doing (for inspiration and benchmarking)
 - stories of "how" – how to move their board along equity journeys, how to go through a strategy process, how to drive organizational change, etc.
 - information on how TGP can support their work

...toward equity-centered, community-centered transformation.

Brands



The Way Finder, Joyful Connector and Activator

- Looking for support? We'll point you in the right direction – whether it's in or outside of our organization.
- We're in the know on who is doing or trying what – especially in our six-state region – and are eager to connect you with your peers
- We stretch your thinking by lifting diverse perspectives and cutting-edge ideas from our very communities and beyond
- We activate our collective capacities to make transformative change towards equity and racial justice for all
- We're here in community with you. We can't do this work alone.



The Trusted Advisor and Coach

- We've walked in your shoes and now we're here to walk alongside you as you tackle your biggest challenges.
- We don't fly in, tell you what to do and fly out. We join you with curiosity, listen deeply and partner with you to co-create solutions that last far beyond our engagements.
- We bring a unique depth of knowledge and breadth of perspective as consultants plugged into a diverse network of nearly 150 foundations
- We design transformative experiences that deepen trust, build culture and drive impact
- Oh, and we take joy very seriously.

Programs and Services



Together we support philanthropy at the people, organizations and ecosystem levels.

Towards these three levels of transformation, our core programs and services include:

Peer Learning Networks	Collective Advocacy & Action	Tailored Support
<ul style="list-style-type: none">• Cohorts and Affinity Groups• Convenings• Learning and Skill-Building Programs• Knowledge Assets	<ul style="list-style-type: none">• Policy and Advocacy• Collaborative Funding• Intermediary Grantmaking	<ul style="list-style-type: none">• Consulting and Coaching• Evaluation• Strategy Development• Customized Training

CONTENT GOAL #1

Re-introduce and reinforce our brand – our identity, values and reason for being.

CONTENT GOAL #2

Promote and facilitate learning on equity-centered practices – in a way that complements our programs and services and uplifts a diversity of members and clients.

CONTENT GOAL #3

Grow Philanthropy Northwest's visibility and relevance across the sector.

DESIRED OUTCOME #1

Our audience understands who we are, what we stand for and the value we provide.

DESIRED OUTCOME #2

Our audience engages in an increasing volume of learning opportunities across our content, services and programs.

DESIRED OUTCOME #3

Philanthropy Northwest is top-of-mind for resources and partnership on equity-centered philanthropy in the Northwest and beyond.

// Measurement & Reporting

[PNW Content Measurement and Reporting.xlsx](#)

What does success look like?

DESIRED OUTCOME #1

Our audience understands who we are, what we stand for and the value we provide.

DESIRED OUTCOME #2

Our audience engages in an increasing volume of learning opportunities across our content, services and programs.

DESIRED OUTCOME #3

Philanthropy Northwest is top-of-mind and a go-to resource for partnership on equity-centered philanthropy in the Northwest and beyond.

Measurement

Brand Survey
Brand Campaign Impressions
CEO Comms Impressions

Site Traffic
Program-Specific Views
Resources and News Views

Site Traffic
Social Impressions
Followers (E-News, Social)
Keyword Search Volume

Content Plan

3-Year Thematic Overview

Goal	2024				2025				2026			
#1 Reinforce Brand	Who we are and what we stand for				Where we are as a network				Where we're headed as a network			
	Strategy and Brand Rollout				Candid Data Initiative / Trend Report				50 th Anniversary			
	Collective Possibility	Equity and Racial Justice	Joy and Place	Courage and Integrity								
#2 Promote and Facilitate Learning	PNW24 (\$)				Policy Focus				PNW25			
	Cohorts (\$)		Cohorts (\$)		Program Push							
	Podcast Season 2				CF Guide (BCP > RCFN)				Podcast Season 3			
					Trend Report							
	Quick Guides & Tools											
	E-News & Blog (CEO Comms, CFs, Corporate, Policy, Programs, Rural, TGP)											
#3 Brand Visibility and Relevance	PEAK	GEO	EPA Op-Ed	TGP Adobe Op-Ed	Change Unity							
	Job Bank (\$)											
	Membership Journey/Campaign				Membership Journey/Campaign				Membership Journey/Campaign			

(\$)= Revenue-generating support

Content Types

Organizational Updates and Brand Content

The latest on who we are, what we've been up to, and our reason for being.

Stories and Case Studies

Pieces that feature our members or clients' work.

Thought Leadership and Perspectives

Lessons learned, perspectives, and emerging ideas from our team and network.

Tools, Exercises and Guides

Practical guides, tools, and exercises that members and clients can apply to their work.

Content Types

Media

Occasional op-eds and high-visibility media opportunities contingent upon high-profile initiatives.

2024 Priorities and Ideation

Organizational Updates and Brand Content

The latest on who we are,
what we've been up to, and
our reason for being.

OVERVIEW

Strategy and priorities for **organizational updates and brand content** are defined and driven by the MarCom team in close collaboration with Jill, the Leadership Team and key stakeholders based on priorities surfacing across the enterprise.

Organizational Updates and Brand Content

The latest on who we are,
what we've been up to, and
our reason for being.

OVERVIEW

Annual Content:

- CEO Communications
- Annual Report
- Job Bank Campaign
- Membership Campaign
- Board Nominations & Updates

2024 Priorities:

- Strategy Rollout
- Brand Campaign: Vision, Mission, Values
- Signature Program*: PNW24
- Signature Program: Cohorts

*LT to define each year

// Strategy Rollout and Brand Campaign

Audience: All friends and partners of PNW including members, TGP clients, prospective visionary partners, etc.

Objectives: Re-introduce ourselves and our reason for being.

Consistent messaging throughout 2024, with heavier comms in Q2 and Q3.

2024 Programming:

- March 15th Gates Event
- April 19th Network Call

2024 Comms Planning:

- Brand Sizzle Video
- Case Statement
- Strategy Document
- About Us / Visionaries Page
- Web Refresh
- Jill CEO Comms
- TGP Blog Post
- Social Media Campaign
 - Data series → Mission
 - Values series
- Video Series

// CEO Communications

#1 Reinforce brand

#3 Brand visibility and
relevance

[2024 CEO Comms Strategy.pptx](#)

Audiences: Members and prospects, major donors, internal stakeholders, cross-sector partners

3-Year Objectives:

- Reinforce PNW's mission and impact
- Lean into Jill's voice to build PNW credibility and clearer POV
- Engage diversity of stakeholders
- Successfully fundraise

2024 Plan:

1. Strategy Blog - Unpacking our mission
2. Strategy Network Call
3. Annual Report – Message from the CEO
4. Quarterly blog series and social media in support of key themes and messages
5. Travel – PNW on the Road 2.0 (social media)
6. EPA Op-ed with philanthropic partners
7. Staff Retreat – state of the enterprise and engaging in future planning, looking ahead to 50th anniversary
8. Annual Conference – in person engagement opportunity, story gathering campaign
9. Other conference/speaking opportunities?
10. Membership campaign message
11. Year-end video (in house)

// Signature Programs & Membership

#1 Reinforce brand

#2 Promote and facilitate learning

#3 Brand relevance and visibility

3-Year Objective: Develop blog content to promote our signature programs that we are looking to focus each year, and uplift lessons learned from them. Priority on revenue-generating programs.

Remind members of the value of PNW and the services that we offer.

Year 1: Cohorts, Conference

	Q1/Q2	Q2/Q3	Q3/Q4
CONFERENCE	Conference RFP	Place/Missoula Spotlight? Survey members at conference?	Themes?
COHORTS	Introducing our new cohorts	-	Lessons learned?
MEMBERSHIP	Email journey launch	Member benefits social series	Blog highlighting member benefits / reminder to renew
JOB BANK		Social media ad campaigns / blog highlighting new pricing model?	

Year 2: TBD: Philanthropy 101, GEL, Grantmakers in Action, Professional Track?

Year 3: TBD

Stories & Case Studies

Pieces that feature our members or clients' work.

Thought Leadership & Perspectives

Lessons learned, perspectives, and emerging ideas from our team and network.

OVERVIEW

Strategy and content for **stories & case studies** and **thought leadership & perspectives** are facilitated by the MarCom team and largely defined and driven by each respective programmatic area.

Stories & Case Studies

Pieces that feature our members or clients' work.

Thought Leadership & Perspectives

Lessons learned, perspectives, and emerging ideas from our team and network.

OVERVIEW

Annual Content:

- Blogs and E-News for
 - Community Foundations
 - Corporate
 - Policy
 - Rural
 - TGP

2024 Priorities:

- *See individual slides for program-specific goals and objectives*
- Aligning knowledge assets to revenue-generating programs
- More explicit equity and racial justice focus

// Community Foundations

Audience: Community foundation leaders and staff seeking support in integrating racial equity into their work. Their work is largely driven by donors who provide funding and hold positions of power on boards.

3-Year Objectives:

- Help CFs feel more emboldened to live into their values, and have tough conversations with donors and boards
- Position PNW community as space to hold themselves accountable to their equity commitments
- Ultimately looking to moving money out of CFs and into communities at a faster rate

2024 Programming:

- Impact Investing Calls
- Donors in Racial Equity Three-Part Series
- RCFN
- BCP (as BCP comes to a close, pushing ppl to RCFN)

2024 Comms Planning:

- Feature Pieces
 - Recap of Impact Investing Event – Linking to PGT on how to talk about impact investing with your boards
 - Financial Advisor Piece?
 - Bringing boards along?
- 2 Spotlights
 - CFs Building Trusting Relationships with Donors? Healthy donor relationships? Seeding Justice, Pride Foundation?

2025:

- CF Guide – what can racial equity work actually looks like + practical tips
- Podcast Season 3 – CF stories

// Corporate Foundations

Audience: Funders in corporate foundations or corporate funding programs.

3-Year Objectives:

- Shifting corporate philanthropy to be more equity-centered, living past checking the box on racial equity
- Building relationships across corporate funders, empowering / encouraging them to self-organize

Notes:

- Unique challenges for smaller corporate members // big differences between orgs like Starbucks vs PSE

2024 Programming

- Corporate Funders Group (May)

2024 Comms Planning

- 1 Recap Blog Post for May Corporate Funders Group
 - Restructuring teams for equity-centered corporate funding
- 1 Feature Story on Corporate Funder
 - Interest: Small corporate funding team, Cross-sector collaboration
- 2 Corporate Funder Spotlights (member benefit)
 - To demonstrate who is in the PNW Corporate community

// Policy

Audience: Philanthropy staff and leaders engaged in or interested in engaging in policy work.

3-Year Objectives:

- Build philanthropy's muscle around advocacy – help funders feel comfortable advocating for different policies
- Publicize PNW's work on current policy issues

2024 Programming:

- FOTH
- Affirmative Action?

2024 Comms Planning:

- Reposting members' comms on policy work – ask Policy team for stand out members/ideas
- Charitable Giving Incentive Blog Post?
- Affirmative Action Blog Post?

2025:

- Democracy Lens
- FOTH blog from member (to promote upcoming FOTH)

2026:

- Advocacy 101 Guide Lite? Based on prior curriculums to supplement Philanthropy 101 and live on website. 2-4 pages.

// Rural

Audience: Funders located in and/or serving rural communities. Often navigating divided waters.

3-Year Objectives:

- For rural funders to build muscles to discuss equity challenges with one another
- Position PNW rural community as a valuable resource to troubleshoot equity-related topics

2024 Programming:

- Rural Cohort (Dates)
- Rural Funders Group (Dates)

2024 Comms Planning:

- 1 Rural Programming Recap Blog Posts
 - Highlighting topics and themes from cohort and/or affinity group conversations, and inviting rural funders to attend future programs
- 1 Feature Story on Rural Member
 - Focused on equity related initiative
- 2 Rural Member Spotlights (member benefit)
 - To demonstrate who is in the PNW Rural community
- Season 2 Podcast Episode
 - Uplift powerful stories of advancing equity in context of rural, divided environment



2024 TGP Content Planning

Audience: Leaders seeking tailored guidance and consultative support.

3-Year Objectives:

- Increase familiarity of how TGP can support members and clients
- Position TGP to attract equity-committed clients
- Share TGP consulting-informed tools, exercises and knowledge assets to advance equitable practices

2024 Comms Planning

- 3 Client Reflection Pieces
 - OSBA, May and Stanly Smith, **TBD**
- 3-4 Senior Advisor Thought Pieces
 - Questions to Ask Before Embarking On Equity Work (Dawn)
 - Cultivating Belonging on Boards (Lisa F)
 - Supporting Black Female Leaders (Robin)
 - Naming Power Dynamics in Group Spaces (Abby)
 - Ideas for Effective Strategy Development (Lalitha, Mark, Emily P)
- TGP Tools Discovery & Design

Tools, Exercises, and Guides

Practical guides, tools, and exercises that members and clients can apply to their work.

OVERVIEW

Strategy and content for **tools, exercises and guides** are designed in close collaboration with Jill and other key stakeholders, and primarily driven by the MarCom team.

Tools, exercises and guides are a core priority for The Giving Practice who will serve as subject matter experts and provide writing, thought partnership, and research and analysis support to drive TGP tools forward.

We are also thinking about how to tie guides and resources to our programs.

Often this body of work is also grant-funded/dependent.

Tools, Exercises, and Guides

Practical guides, tools, and exercises that members and clients can apply to their work.

OVERVIEW

Annual Content:

- TGP Tools

2024 Priorities:

- Podcast Season 2
- TGP Tools // PNW Quick Guides
- *Prep: BCP CF Guide (2025 Publication)*
- *Prep: Trend Report*

// TGP Tools

Audience: Equity-committed leaders in philanthropy...

3-Year Objectives:

- Develop and publish bite-sized TGP tools reflecting our unique approach

2024:

- **Discovery and Design:**
 - Take inventory of all existing TGP tools
 - Define framing
 - Outline development plan

// Podcast

#2 Promote and facilitate learning

#3 Brand visibility and relevance

3-Year Objectives:

- Inspire courage and action by normalizing the messiness of advancing equity and what it takes to create lasting transformation

Audience: Equity-committed funders (EDs, Program Officers, and other staff) looking to lead for and operationalize racial equity in philanthropy.

2024: Season 2 – Shifting Contexts

- [Season 2 Working Concept and Brainstorm](#)
- Focus on what operationalizing equity looks like in a diversity of contexts, and especially those that are overlooked and particularly challenging:
 - Where state law prohibits implementation of DEI practices and programs
 - Where Affirmative Action has been rolled back
 - Where there is divisiveness and polarization

// BCP CF Guide

#2 Promote and
facilitate learning

#3 Brand visibility and
relevance

[BCP Field Building](#)

Audience: Community philanthropy organizations seeking support in integrating race equity into their work.

Objective: Provide guidance on advancing equity by answering the question: What are community philanthropies advancing racial equity doing and how?

2024:

- Final BCP Check-In Calls and Survey
- Synthesis and Theme ID
- Begin Production for 2025 Publication